

ABSTRACT OF THE INVENTION

The present invention provides a method for coloring a rubber substrate with a latex-based colorant comprising the steps of providing a latex-based colorant that includes an elastomeric latex-based binder and a pigment system and mixing the latex-based colorant with the rubber substrate. Optionally, the latex-based colorant further comprises a surfactant system, a thickener, a defoamer, and an antioxidant. The present invention further provides a colored rubber and a latex-based colorant for coloring rubber.